WHAT IS CLAIMED IS:

1. A method of coating an area of the surface of a substrate with layers of a first and second coating material which comprises the steps of:

(i) providing a masking material comprising an elongate or endless strip at least partially coated with a layer of a pressure-sensitive adhesive, the strip having a curved surface which is convex when the strip is viewed in cross-section and is positioned such that when the strip is adhered to a substrate by the layer of pressure-sensitive adhesive a portion of the curved surface overhangs the substrate, in which the masking material comprises a removable edge portion comprising said portion of the curved surface, detachably secured to the remainder of the strip which may be removed to expose a second curved surface on the remainder of the strip which is convex when viewed in cross-section and which is positioned to overhang the substrate, said removable portion and remainder of the strip having different dimensions,

(ii) applying said masking material to the substrate such that the curved surface is adjacent the edge of the area to be coated,

(iii) applying the first coating material over said area of the surface up to said masking material,

(iv) detaching and removing said removable portion of the masking material, and

(v) applying the second coating material over the first coating material and up to the remainder of the masking material.

2. The method of claim 1, wherein the elongate strip is formed of a cold-weldable foam and has at least one cold-welded seam along its longitudinal length which maintains the configuration of the curved surface.

3. The method of claim 1, wherein the elongate strip comprises a pair of cold-welded seams and has a substantially oval or circular cross-section.

4. The method of claim 1, wherein the removable edge portion comprises a foam cord of substantially oval or circular cross-section detachably secured to the elongate strip.

5. The method of claim 5, wherein the foam cord and elongate strip are joined by a cold-weld.

6. The method of claim 1, wherein the removable edge portion comprises a foam strip detachably secured to a curved surface of the elongate strip.

7. The method of claim 6, wherein the foam strip is detachably secured with pressure-sensitive adhesive.

8. The method of claim 7, wherein the edge portion is detachably secured by a cold-weld to the remainder of the strip.

9. The method of claim 1, wherein the masking material comprises a plurality of removable edge portions.

10. A method of claim 1, wherein the first coating material is a primer and the second coating is a paint.

11. A method of claim 1, wherein the surface comprises an automobile surface.